



ABSTRACT OF THE DISCLOSURE

5 This invention is a system in combination of a POS
system for managing data on goods purchased at a store in
which a terminal of a sales management system is set and
data on the demographics of customers who have made a
purchase, an image forming system capable of printing out
a sheet of paper arranged on which are guidance information
including a map indicating a route to the place of a
10 advertiser selected by an information selector,
advertisement information on the advertiser and
information on specials such as coupons, and a statistical
data processor, for the advertiser to provide customers
with detailed information that matches the demand of the
15 customers for larger advertising efficiency. This
combination proposes a guidance information providing
system using a statistical processing function of a POS
system as much as possible in combination of the POS system
as a sales management system and an MFP as a multi-
20 functional image retrieving and forming apparatus.

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